

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 8/6/2013	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve a 12-month agreement in an amount not to exceed \$116,600 with TJA Advertising and Public Relations to provide marketing services on behalf of the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).			
(5) RECOMMENDED ACTION It is recommended that your Board approve a 12-month agreement in an amount not to exceed \$116,600 with TJA Advertising and Public Relations to provide marketing services on behalf of the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).			
(6) FUNDING SOURCE(S) Business Improvement Assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$116,600.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW			
(18) SUPERVISOR DISTRICT(S) District 3 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 8/6/2013

SUBJECT: Request to approve a 12-month agreement in an amount not to exceed \$116,600 with TJA Advertising and Public Relations to provide marketing services on behalf of the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).

RECOMMENDATION

It is recommended that your Board approve a 12-month agreement in an amount not to exceed \$116,600 with TJA Advertising and Public Relations to provide marketing services on behalf of the Avila Beach Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).

DISCUSSION

On May 8, 2013, the Avila Beach Local Area Advisory Board approved recommending that the County contract on their behalf with TJA Advertising and Public Relations (TJA) to provide marketing services. The Advisory Board is recommending this sole source agreement to in order to provide continuity on projects that TJA currently has underway on behalf of the Avila Beach local area. TJA has worked with the Advisory Board on projects such as updating the visitavilabeach.com web site, the ad campaign for Stage 5 of the Amgen Tour and various social media campaigns. Currently, the firm is working on the development of an "adventure tour" to be offered through Savor the Central Coast as well as the various promotional activities that surround the Savor weekend.

At their May 29, 2013 meeting, the CBID Advisory Board voted to recommend the use of San Simeon local area funds for this purpose.

OTHER AGENCY INVOLVEMENT/IMPACT

The Avila Beach Local Area Advisory Board voted on May 8, 2013 to recommend that the County contract with TJA Advertising and Public Relations to be the local area's marketing agency. Administrative Office staff provides support and acts as the liaison between the County and the CBID and its local areas. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

The CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. The agreement with TJA Advertising and Public Relations will be funded completely out of assessments specifically collected from the Avila Beach local area. No County General Fund dollars will be used. The 12-month agreement is for amount not to exceed \$116,600.

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the Avila Beach Local Area Advisory to meet the expectations of the lodging business owners paying the assessment. The Avila Beach Local Advisory Board will track the performance of TJA Advertising and Public Relations in providing the services outlined in the attached scope of work.

ATTACHMENTS

1. TJA Advertising and Public Relations agreement
2. Exhibit A - Scope of Work
3. Sole Source justification letter from Avila Beach Local Area Advisory Board
4. Avila Beach Advisory Board May 8, 2013 minutes
5. CBID May 29, 2013 minutes - page 3